

Herbal/Traditional Products in Brazil

Market Direction | 2022-10-07 | 29 pages | Euromonitor

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Report description:

Herbal/traditional products is expected to grow in current value terms in 2022. The main reason for this is price increases, as volume sales are set to decrease across all categories when compared with 2021. With concerns about immunity and flu symptoms top-of-mind following a year of fear over health, consumers are demonstrating a preference for medicated OTC products rather than natural and traditional solutions for cough, cold and allergy remedies. The general increase in prices notably reduc...

Euromonitor International's Herbal/Traditional Products in Brazil report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2017-2021, allowing you to identify the sectors driving growth. Forecasts to 2026 illustrate how the market is set to change.

Product coverage: Herbal/Traditional Cough, Cold and Allergy (Hay Fever) Remedies, Herbal/Traditional Dermatologicals, Herbal/Traditional Dietary Supplements, Herbal/Traditional Digestive Remedies, Herbal/Traditional Paediatric Dietary Supplements, Herbal/Traditional Sleep Aids, Herbal/Traditional Tonics, Herbal/Traditional Topical Analgesics.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- * Get a detailed picture of the Herbal/Traditional Products market;
- * Pinpoint growth sectors and identify factors driving change;
- * Understand the competitive environment, the market's major players and leading brands;
- * Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop

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reliable information resources to help drive informed strategic planning.

Table of Contents:

Herbal/Traditional Products in Brazil
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List Of Contents And Tables

HERBAL/TRADITIONAL PRODUCTS IN BRAZIL

KEY DATA FINDINGS

2022 DEVELOPMENTS

Consumers prefer to treat coughs, colds and allergies with non-herbal products

Hypera SA dominates herbal/traditional digestive remedies

Specialised shops and small local grocers compete with pharmacies

PROSPECTS AND OPPORTUNITIES

Herbal/traditional products has growth prospects in the forecast period, but competition with standard OTC products will continue in the short term

New regulation could give greater credibility and move the competitive landscape

Pharmacies could strengthen their position with e-commerce expansion and customer centricity

CATEGORY DATA

Table 1 Sales of Herbal/Traditional Products by Category: Value 2017-2022

Table 2 Sales of Herbal/Traditional Products by Category: % Value Growth 2017-2022

Table 3 NBO Company Shares of Herbal/Traditional Products: % Value 2018-2022

Table 4 LBN Brand Shares of Herbal/Traditional Products: % Value 2019-2022

Table 5 Forecast Sales of Herbal/Traditional Products by Category: Value 2022-2027

Table 6 Forecast Sales of Herbal/Traditional Products by Category: % Value Growth 2022-2027

CONSUMER HEALTH IN BRAZIL

EXECUTIVE SUMMARY

Consumer health in 2022: The big picture

New ways of consuming vitamins emerge, and probiotics are highlighted in preventative care

Spin-offs, mergers and acquisitions mark the Brazilian competitive landscape

The advance of pharmacies continues, but could be pressured by the entry of a new distribution channel

Open health, personalisation and logistical issues emerge as important shifts on the horizon

MARKET INDICATORS

Table 7 Consumer Expenditure on Health Goods and Medical Services: Value 2017-2022

Table 8 Life Expectancy at Birth 2017-2022

MARKET DATA

Table 9 Sales of Consumer Health by Category: Value 2017-2022

Table 10 Sales of Consumer Health by Category: % Value Growth 2017-2022

Table 11 NBO Company Shares of Consumer Health: % Value 2018-2022

Table 12 LBN Brand Shares of Consumer Health: % Value 2019-2022

Table 13 Distribution of Consumer Health by Format: % Value 2017-2022

Table 14 Distribution of Consumer Health by Format and Category: % Value 2022

Table 15 Forecast Sales of Consumer Health by Category: Value 2022-2027

Table 16 □Forecast Sales of Consumer Health by Category: % Value Growth 2022-2027

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APPENDIX

OTC registration and classification

Vitamins and dietary supplements registration and classification

Self-medication/self-care and preventive medicine

Switches

Summary 1 OTC: Switches 2021-2022

DISCLAIMER

DEFINITIONS

SOURCES

Summary 2 Research Sources

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